

Topical and Author Index to Volume LVII

ROBERT E. MAHN

I. Articles Listed Under Their Respective Topics

10. AACRAO
 - 10.1 INCEPTION AND DEVELOPMENT
Brady, Florence, Women Leaders in AACRAO, 109
 - 10.3 ANNUAL MEETING, 335
Minutes of the Meeting, John E. Westberry, Secretary-Treasurer; President's Report to the Membership, Cliff Sjogren; Executive Director's Report, J. Douglas Conner; Report of the Chairperson of the Constitution Committee, Eleanor Ypma; Report of the Budget Committee, John E. Westberry; Report of the Chairperson of the 1980-81 Nominations and Elections Committee, Racheal Kelly.
0. ADMINISTRATION OF HIGHER EDUCATION—See 580. ORGANIZATION AND ADMINISTRATION OF HIGHER EDUCATION
40. ADMISSIONS
 - 40.1 COLLEGE
Davidson, James F., Mark Twain on Madison Avenue, 80
Garrison, Dean H., Processing the Quantitative Part of Admissions Criteria, 70
Huddleston, Thomas Jr. and Mary Beth Karr, Assessing College Image, 364
Litten, Larry H. and David L. Brodigan, On Being Heard in a Noisy World: Matching Messages and Media in College Marketing, 242
Riehl, Richard J., From Gatekeeper to Marketing Consultant: The Admission Officer's Changing Role, 327
50. ADULT EDUCATION
Murphy, Dennis T. and Mary Ann Achtziger, Recruiting the Older, Adult, Female Student, 314
60. ADVISING, COURSE
Spencer, Robert W., Erlend D. Peterson, R. Bruce Nielson and Gary L. Kramer, Advisement by Computer (ABC): A Tool for Improving Academic Advisement, 169
0. ARTICULATION AGREEMENTS—See 510. JUNIOR COLLEGES
0. ATTRITION STUDIES—See also 640. PREDICTION, EDUCATIONAL
140. COMMENCEMENT PROCEDURE
Baker, Jeanette and Pauline C. Hohmann, Evaluation of Degree Requirements and Reporting of Degree Data, 189
Strickland, S. Mark and John L. Fluitt, Printed Commencement Program Formats, 99
180. CREDIT SYSTEM
Bradberry, Bruce M., Administering Innovative Academic Credit, 371
190. CURRICULUM
Phipps, Ronald, The Baccalaureate Reconsidered, 299

Topical and Author Index to Volume LVII

ROBERT E. MAHN

I. Articles Listed Under Their Respective Topics

10. AACRAO
 - 10.1 INCEPTION AND DEVELOPMENT
Brady, Florence, Women Leaders in AACRAO, 109
 - 10.3 ANNUAL MEETING, 335
Minutes of the Meeting, John E. Westberry, Secretary-Treasurer; President's Report to the Membership, Cliff Sjogren; Executive Director's Report, J. Douglas Conner; Report of the Chairperson of the Constitution Committee, Eleanor Ypma; Report of the Budget Committee, John E. Westberry; Report of the Chairperson of the 1980-81 Nominations and Elections Committee, Racheal Kelly.
0. ADMINISTRATION OF HIGHER EDUCATION—See 580. ORGANIZATION AND ADMINISTRATION OF HIGHER EDUCATION
40. ADMISSIONS
 - 40.1 COLLEGE
Davidson, James F., Mark Twain on Madison Avenue, 80
Garrison, Dean H., Processing the Quantitative Part of Admissions Criteria, 70
Huddleston, Thomas Jr. and Mary Beth Karr, Assessing College Image, 364
Litten, Larry H. and David L. Brodigan, On Being Heard in a Noisy World: Matching Messages and Media in College Marketing, 242
Riehl, Richard J., From Gatekeeper to Marketing Consultant: The Admission Officer's Changing Role, 327
50. ADULT EDUCATION
Murphy, Dennis T. and Mary Ann Achtziger, Recruiting the Older, Adult, Female Student, 314
60. ADVISING, COURSE
Spencer, Robert W., Erlend D. Peterson, R. Bruce Nielson and Gary L. Kramer, Advisement by Computer (ABC): A Tool for Improving Academic Advisement, 169
0. ARTICULATION AGREEMENTS—See 510. JUNIOR COLLEGES
0. ATTRITION STUDIES—See also 640. PREDICTION, EDUCATIONAL
140. COMMENCEMENT PROCEDURE
Baker, Jeanette and Pauline C. Hohmann, Evaluation of Degree Requirements and Reporting of Degree Data, 189
Strickland, S. Mark and John L. Fluitt, Printed Commencement Program Formats, 99
180. CREDIT SYSTEM
Bradberry, Bruce M., Administering Innovative Academic Credit, 371
190. CURRICULUM
Phipps, Ronald, The Baccalaureate Reconsidered, 299

220. DEVELOPMENTS AND TRENDS IN HIGHER EDUCATION
Conner, J. Douglas, Bridging a Generation Gap: Report on a Study Leave, 5
0. DISADVANTAGED STUDENTS PROGRAMS—See 655. PROGRAMS FOR SPECIAL CATEGORIES OF STUDENTS
310. ENROLLMENT
Barenbaum, Lester and Raymond Ricci, Forecasting Enrollment: An Extrapolative Approach, 135
Phelps, M. O. and Claire C. Swann, Five Year Plan for Admissions, 92
320. EVALUATION OF CREDENTIALS
320.1 GENERAL
Bradberry, Bruce M., Administering Innovative Academic Credit, 371
Cangialosi, Judith, Credit-Granting Practices for Extracurricular Learning in Postsecondary Education Institutions: Report of a Survey, 39
320.2 Haas, G. James, Undergraduate Transfer Credits from Abroad, 218
0. EXPERIENTIAL LEARNING—See 320.1. EVALUATION OF CREDENTIALS—GENERAL
0. FOREIGN CREDENTIALS—See 320.2. EVALUATION OF CREDENTIALS—FOREIGN
390. FOREIGN STUDENTS IN THE U.S.
Sharp, T. E., Institutional Administration and the Foreign Student Program, 323
440. GRADUATE AND PROFESSIONAL EDUCATION
Brockmeyer, Marta A. and Gerald A. Fowler, The Law and Professional School Admissions, 117
460. HIGH SCHOOL RELATIONS
Geller, William W., How Colleges Respond to Letters of Inquiry: Is Your Mail Effective?, 307
Huddleston, Thomas Jr. and Mary Beth Karr, Assessing College Image, 364
Lewis, Brian J. and Sharon A. Mortensen, The Effective Group Presentation, 408
Litten, Larry H. and David L. Brodigan, On Being Heard in a Noisy World: Matching Messages and Media in College Marketing, 242
Phelps, M. Overton and John Albright, A Use of Video Tape for Recruitment, 406
Riehl, Richard J., From Gatekeeper to Marketing Consultant: The Admission Officer's Changing Role, 327
510. JUNIOR COLLEGES
Clark, Dean O., Reverse Transfers, Laterals, Double Transfers and Other Regular Irregulars, 166
520. LEGAL CONSIDERATIONS
Burnett, Collins W. and W. L. Matthews, Jr., Legalistic Culture in American Higher Education, 197
0. MARKETING TECHNIQUES IN ADMISSIONS—See 40. ADMISSIONS; 460. HIGH SCHOOL RELATIONS

580. ORGANIZATION AND ADMINISTRATION OF HIGHER EDUCATION
Bogue, E. Grady, *Timid Philosophers: Administration as a Work of Art*, 231
Young, James H. and Ram L. Chugh, *Planned Facilitation of Learning: One Useful Design*, 61
640. PREDICTION, EDUCATIONAL
Avakian, A. Nancy, Arthur C. MacKinney and Glenn R. Allen, *Race and Sex Differences in Student Retention at an Urban University*, 160
Bogen, Judith R., *Retention Update, Spring 1981*, 289
Naylor, Paul D. and Timothy R. Sanford, *Intrainstitutional Analysis of Student Retention Across Student Levels*, 143
Sanford, Timothy R., *Predicting College Graduation for Black and White Freshman Applicants*, 265
Young, Rodney W., *Seventeen Year Graduation Study of the 1963 Freshmen at the University of New Mexico*, 279
655. PROGRAMS FOR SPECIAL CATEGORIES OF STUDENTS
Blackburn, James C. and Eric V. Iovacchini, *Student Service Responsibilities of Institutions to Learning Disabled Students*, 208
O'Brien, Maureen B. and Kathryn Ross, *504 and Admissions: Making the Law Work for the Applicant and the College*, 26
680. RECORDS AND RECORD AIDS
Schroedl, Evelyn, *Preserving the Records of the Closing College*, 180
690. REGISTRAR-ADMISSIONS OFFICER
690.6 ORGANIZATION AND ADMINISTRATION OF THE OFFICE
Gwinn, Donald G., *Meeting New Challenges: Creating a Climate for Change*, 13
Sussman, Herbert M., Eugene S. Mills and John P. Schaefer, *Higher Education in the 1980's: Impact of Changes on the Admissions Officer* (Summarized by Roger M. Swanson and Christine K. Wilkinson), 293
Thomas, James E., *Who Shot AR?*, 412
- 690.7 PROCEDURES IN THE OFFICE
Schroedl, Evelyn, *Preserving the Records of the Closing College*, 180
760. STUDENT, MISCELLANEOUS STUDIES OF
Dallam, Jerald W. and Donald P. Hoyt, *Do Students Have Enough Time to Study?*, 84
780. SUMMER SCHOOL
Montgomery, David C., *The Encouragement of Summer Enrollment*, 353

II. Authors and the Topics, by Number, Under Which Their Articles Appear

- Achtziger, Mary Ann, 50
 Albright, John, 460
 Allan, Glenn R., 640
 Avakian, A. Nancy, 640
 Baker, Jeanette, 140
 Barenbaum, Lester, 310
 Blackburn, James C., 655
 Bogen, Judith R., 640
 Bogue, E. Grady, 580
 Bradberry, Bruce M., 180, 320.1
 Brady, Florence, 10.1
 Brockmeyer, Marta A., 440
 Brodigan, David L., 40.1, 460
 Burnett, Collins W., 520
 Cangialose, Judith, 320.1
 Chugh, Ram L., 580
 Clark, Dean O., 510
 Conner, J. Douglas, 10.3, 220
 Dallam, Jerald W., 760
 Davidson, James F., 40.1
 Fluit, John L., 140
 Fowler, Gerald A., 440
 Garrison, Dean H., 40.1
 Geller, William W., 460
 Gwinn, Donald G., 690.6
 Haas, G. James, 320.2
 Hohmann, Pauline C., 140
 Hoyt, Donald P., 760
 Huddleston, Thomas Jr., 40.1, 460
 Iovacchini, Eric V., 655
 Karr, Mary Beth, 40.1, 460
 Kelly, Racheal, 10.3
 Kramer, Gary L., 60
 Lewis, Brian J., 460
 Litten, Larry H., 40.1, 460
 MacKinney, Arthur C., 640
 Matthews, W. L. Jr., 520
 Mills, Eugene S., 690.6
 Montgomery, David C., 780
 Mortensen, Sharon A., 460
 Murphy, Dennis T., 50
 Naylor, Paul D., 640
 Nielson, R. Bruce, 60
 O'Brien, Maureen B., 655
 Peterson, Erlend B., 60
 Phelps, M. Overton, 310, 460
 Phipps, Ronald, 190
 Ricci, Raymond, 310
 Richl, Richard J., 40.1, 460
 Ross, Kathryn, 655
 Sanford, Timothy R., 640
 Schaefer, John P., 690.6
 Schroedl, Evelyn, 690.7, 680
 Sharp, T. E., 390
 Sjogren, Cliff, 10.3
 Spencer, Robert W., 60
 Sussman, Herbert M., 690.6
 Swann, Claire C., 310
 Swanson, Roger M., 690.6
 Strickland, S. Mark, 140
 Thomas, James E., 690.2
 Westberry, John E., 10.3
 Wilkinson, Christine K., 690.6
 Young, James H., 590
 Young, Rodney W., 640
 Ypma, Eleanor, 10.3



